



Literary Tourism Survey: Visiting Jane Austen sites and events

Thank you for taking part in this research to understand current Austen tourism.

This survey is **anonymous** and is for anyone who has visited a Jane Austen site or event. There are no right or wrong answers as this work seeks to better understand who are Austen tourists and why they visit Austen sites. The overall patterns found from this research will be shared at the University of Southampton's Global Jane conference in July 2025 and may be later published.

This survey will take up to 10 minutes to complete and there are **three sections**.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

* Required

Section 1: Tourist Demographics

This section is about you as a general tourist.

1. What is your age group? *

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

2. What is your gender? *

- ☐ Female
- ☐ Male
- ☐ Non-binary/Other
- ☐ Prefer not to say

3. What is your current country of residence (e.g. UK, USA etc.)? *

4. What is your highest level of education? *

- ☐ Secondary school/High school
- ☐ College/university (without degree)
- ☐ Bachelor's degree
- ☐ Postgraduate degree (Master's, PhD)
- ☐ Other

10. What types of Austen sites or events have you visited in the past, specifically because of their Austen connection? Select all that apply. *

- ☐ **Well-known Austen sites** (e.g. Chawton, Winchester Cathedral or Bath etc.)
- ☐ **Less well-known Austen sites** (e.g. Henry Austen's houses in London, Adelstrop, Godmersham, The Vyne, Lyme Regis etc.)
- ☐ **Film locations** (e.g. Lyme Park, Lacock, Stourhead etc.)
- ☐ **Immersive themed experiences** (e.g. Regency ball, Austen festival, Regency craft event, Regency afternoon tea etc.)
- ☐ **Educational events** (e.g. an Austen conference, lecture, exhibition, or in-depth guided tour etc.)
- ☐ **Locations in Austen novels** (e.g. Brighton, Ramsgate, Cheapside, Portsmouth, Plymouth, Bakewell etc.)
- ☐ **Austen-related productions** (e.g. Austen outdoor cinema or Austen theatre production)
- ☐ Other

Section 3: Why Austen tourism?

This final section is about why you visit Austen sites and events.

11. Why do you visit Austen sites? Choose your *main* reason (your first choice). *

- ☐ I am an Austen fan and visiting Austen sites helps me to immerse myself in her life and world and makes me feel closer to her
- ☐ I am an Austen fan and I enjoy increasing my knowledge and learning something new about her and her world
- ☐ I enjoy attending Austen themed events to immerse myself in Jane's Regency world
- ☐ I enjoy connecting with other Austen fans and feeling a sense of belonging
- ☐ I enjoy sightseeing in general and visiting well-known tourist attractions for leisure
- ☐ I enjoy the experience of visiting interesting cultural, historic and literary sites
- ☐ I enjoy visiting historic sites that enable me to immerse myself in the past
- ☐ I feel a meaningful self-discovery, personal growth or acknowledgement of her influence on my life at Austen sites
- ☐ I visit to attend Austen-themed events
- ☐ I watched a screen adaptation and was interested to visit where it was filmed
- ☐ Visiting film locations helps me immerse myself in her novels and the Regency world
- ☐ I am not an Austen fan but I thought it would be interesting to visit (e.g. because I had a recommendation/saw an advert on social media/was in the area/someone invited me etc.)
- ☐ Other

12. Thinking about the question above, why is that important to you? *

Enter your answer

13. What are two *further* reasons you visit Austen sites? Choose up to two (your second and third choices). *

Please select at most 2 options.

- ☐ I am an Austen fan and visiting Austen sites helps me to immerse myself in her life and world and makes me feel closer to her
- ☐ I am an Austen fan and I enjoy increasing my knowledge and learning something new about her and her world
- ☐ I enjoy attending Austen themed events to immerse myself in Jane's Regency world
- ☐ I enjoy connecting with other Austen fans and feeling a sense of belonging
- ☐ I enjoy sightseeing in general and visiting well-known tourist attractions for leisure
- ☐ I enjoy the experience of visiting interesting cultural, historic and literary sites
- ☐ I enjoy visiting historic sites that enable me to immerse myself in the past
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- ☐ Visiting film locations helps me immerse myself in her novels and the Regency world
- ☐ I am not an Austen fan but I thought it would be interesting to visit (e.g. because I had a recommendation/saw an advert on social media/was in the area/someone invited me etc.)
- ☐ Other

14. What does Jane Austen mean or represent for you personally that attracts you to her, and to sites and events associated with her?

Enter your answer

15. What does it mean to you to be at Austen sites and/or events, and how does it make you feel?

Enter your answer

16. Have you experienced any Austen sites virtually (e.g. a virtual guided tour or Google Earth/maps to view the area)? If yes, what was your experience like and how did it compare to in person visits?

Enter your answer